

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III.

NEW YORK, DECEMBER 3, 1890.

NO. 23.

Right or Wrong—Which?

SOME time since we received a letter from a newspaper publisher, in which he said he intended placing several thousand dollars of newspaper advertising with some agency, and he proposed to give the order to the agency sending him the most business during a specified time, and, in view of this inducement, he hoped we would make a special effort to catch some of our customers. We replied as follows:

"The fact that you propose to place some thousands of dollars of your own advertising with an advertising agency will not in the slightest degree influence the sending of business to your paper by us, and if it did we would not be worthy of either your confidence or that of our clients.

"Our customers place business with us believing that we will use all the facilities that we have, including our judgment, for their best interest, and we have an idea that it is because we have been entirely honest in just this sort of a way, that we now do the largest business in our line in the world.

"Your newspaper must stand with us entirely upon our judgment of its value, as compared with other papers, to our customers; and the prospect of getting an order for \$100,000 would not in the least change the basis of our consideration.

"We hardly need to tell you that nothing would give us more pleasure than to handle your newspaper advertising, and we believe that it would be to your interest, as well as ours, to place it in our hands; but we prefer to tell you frankly that the only basis upon which we would accept, or desire to receive, your order, would be that your best interests were served by placing it with us; and the amount of business given us by you would not influence, in the slightest degree, the amount of business that we send to the paper.

"We hope your paper will be a success, and trust that in time we may have the pleasure of sending to it a great deal of business. At present it is of course more or less of an experiment, and until its value is proved, we must necessarily be cautious as to our recommendations of it."

In a short time after this correspondence had taken place, our customers began to report being urged by various agents to use this paper, and a number of letters from different agents specially recommending it were handed to us. It was somewhat singular that the remarkable merits of this particular publication should have been so suddenly discovered by so many agencies at the same time. That the publisher of the paper had shrewdly managed the scheme was evidenced by the number of advertisements he secured; but was it a wise investment for the advertisers?

Our belief is that it **does** pay an advertiser to get and use honest and careful service. Are we wrong in this belief?

N. W. AYER & SON,

PHILADELPHIA.

Newspaper Advertising Agents.

THE LADIES' HOME JOURNAL



For January

NOW READY ON THE NEWS-STANDS,
10 CENTS A COPY.

CONTRIBUTORS

Henry M. Stanley
Oliver Wendell Holmes
Ex-President Hayes
Hon. John Wanamaker
Joseph Jefferson
P. T. Barnum
Hon. Hannibal Hamlin
Sarah Orne Jewett
Charles A. Dana
General Lew Wallace
Robert J. Burdette
Mrs. Margaret Bottome
James Whitcomb Riley
Edward Bellamy
Julian Hawthorne

George W. Childs
Will Carleton
Mrs. Lyman Abbott

The above list of names, in a single issue, is a sufficient guarantee as to the QUALITY of our circulation.

Its QUANTITY is now a full *half million* (500,000) copies each issue.

Rates, \$2.50 and \$3.00 per line, each issue.

CURTIS PUBLISHING COMPANY, Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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ADVERTISING QUALITY.

Advertisement writing has gained and suffered by evolution as much as has any other industrial product.

Not many years ago there were few, if any, professional advertisement writers. Very few men then made even an indifferent study of writing and making up advertisements. To-day's young man can readily recall the time when a great magazine contained only a few pages of poorly written advertisements, miserably thrown together and carelessly set up.

To-day the statement can be made and verified that there are more brains planted in the composition of the advertising columns of the great publications than ever bore fruit within their literary pages. In semi-older days the head bookkeeper, the junior partner, or perhaps the advertiser's wife, put together certain alleged facts and supposed-to-be attractive sentences—generally at tremendous length—which were sent in pen-written manuscript—sometimes without punctuation and instruction—to the printer, to be set into type and printed.

In by-gone days, circulars, handbills, flyers and other promiscuous matter printed from big type were cast away upon the sidewalk. Then came a change—reaction set in; the advertiser found that his advertisement did not pay him as well as he wanted it to.

Artistic type became common. Skilled compositors were in demand. High-salaried men boomed the magazines and newspapers. Advertising space became legitimate property. Advertising rates went up. Competition became fierce. The manufacturer found that the only way he could make the retailer buy his goods and the public demand them was by appealing directly to the consumer.

The advertiser made the discovery—which he should have made a hundred

years ago—that a legitimate advertisement in a legitimate periodical was worth more to him in actual dollars and cents than a schoonerfull of circulars and handbills.

Then the manufacturer began to advertise, and then he found that his marvelous business ability, his long-sightedness and general knowledge of good business could not be concentrated into the necessary faculty to enable him to write advertisements which would be read by the purchasing public.

The necessity of a professional advertisement writer was apparent.

Then sprung into life men of original brains—sharp, terse writers—who, although they did not understand how to make money for themselves, possessed that peculiar intuition which permitted them to bring a moneyed harvest into the counting-room of the advertiser.

Originality, ingenuity, education, literature and art were all called for and all utilized.

To-day the advertising columns of any good publication are not only business-like, but truly artistic.

Now I come to the point of my article and criticism. Many a man can criticize better than he can do the work himself, yet honest criticism need not always be despised.

A fair-sized proportion of the so-called literary advertisements are over-literary. Many of them are compounded into masses of wet as well as dry rot.

Some of the advertisement writers are going as far above the heads of their readers as did the older writers go below them.

Many an advertisement has been spoiled because it has been twisted to cater to the taste of a heavy *literator*, and many others have been written to suit the appetite of a selected few who saw in them true works of literary art, and who placed the halo of appreciation about the head of the writer.

The so-called reading advertisement—that is, the advertisement in the advertising columns, set in pica type, heavily leaded—has had in it some of the finest literary quality possible of construction. It has been positively charming. It has read like a poem. It has appealed to true æsthetic taste. It has become worth printing in book form.

The public is not composed of fools. It is fairly intelligent. There is, however, such a thing as giving it something too good for it—something beyond its appreciation, something so æsthetic that it will not understand its true business meaning.

Many an advertisement writer has cost his client dearly because he wrote advertisements to suit the advertiser, the advertiser's lawyer, the minister, the doctor, the advertiser's wife, and the advertiser's selected circle of want-to-be literary people.

One reason for this superabundance of over-good advertisements is that almost any man of good education and a fluent pen can write literature, can produce beautifully turned sentences, which to him and to his client have a pleasant jingle.

Brevity, with clean-cut sentences, telling a story in the fewest possible words, is one of the most difficult things to write.

I do not wish to disparage art. If I had the power to annihilate literary advertisements, I would not do so.

I do believe thoroughly, and my belief is backed by experience, that rifled words, well aimed, will kill more game than scattering shot.

Good advertising space is extremely valuable.

The statement can be generally made that the most expensive advertising space is the cheapest.

Many an advertiser pays three thousand dollars for advertising space and three hundred cents for the stuff he puts into it.

Many an advertiser never seems to learn that that which will pay him best may not be that which he likes the best.

The shrewd business man knows that he doesn't know anything about law. He goes to his lawyer. The bigger the case and the more intricate it is, the more he trusts his legal adviser.

The same business man goes to his advertisement writer, dictates an iron-clad policy, which so handicaps the

writer that he cannot do his best work. Both the writer and the advertiser lose—one in not being able to prove his efficiency, the other in not receiving full profit from the advertisement.

The advertisement writer or expert has the same right to the business man's respect and trust as has the business man's lawyer or doctor.

Advertising is an art—an art which no man can learn—an art which men receive from nature. A man who is able to run a million or ten-million dollar business may have no more idea of advertising and writing than has the office boy a knowledge of banking.

The shrewd advertiser of to-day is rapidly realizing that that which he knows, he knows, and that which he does not know he had better place entirely in the hands of one who is not his equal in a business way, who does not know how to make money, who does not know how to run a gigantic business enterprise, but who possesses the natural ability of telling people about that which the advertiser has to sell, so that the people will read his printed words, and the money which the advertiser wants come to him.

The business man who understands advertising is generally inefficient in the regular knowledge of business.

No one man possesses two abilities in equal proportion.

The principle that "he who makes the money can best spend it" is born of egotism.

The business man who simply directs in generalities his advertising, leaving all the details and much of the discretion to an employed expert, saves money and makes the expended dollars count.

He is a sensible man. He finds for himself the needed time to give to attending to the business which his well-planned advertising brings to him.

Here's a little maxim for the business man:

Not what I know, but what I know about utilizing what others know.

NATHANIEL C. FOWLER, JR.

AN advertisement in a leading paper travels hundreds of thousands of miles between sunrise and sunset, and on all the railways, rivers, roads and cross-roads, north, east, south and west. It is up and away before the commercial traveler has breakfasted.—*Cincinnati Commercial Gazette*.

STRAY SHOTS.

The principle of offering a nominal price for advertising space and gradually decreasing the offer until the publisher concludes reluctantly to accept it, has done much to demoralize the advertising business. It has led to the assertion that there is no bottom to an advertising price; that space has no value; that you never know what bargain you can make until you try to cut an estimate in two. Such a condition of things would demoralize any business.

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Half of an editor's success in obtaining news, especially of a confidential nature, lies in the ability to conceal the sources of his information. Half the success of an advertising purchaser depends on his ability to keep the rates which he bargains for as secret as the grave.

* * * * *

What is the hardest thing to advertise—or the easiest? Is local advertising the most difficult—or that which spreads over the whole world? I often think that the little cake of soap on which I bestow my personal efforts is about the hardest undertaking of the lot. A new brand of champagne, as soon as it is started towards popularity, is recommended by one friend to another, and becomes the subject of conversation at every dinner table. Human sympathy is drawn out by human ailments, and there is nothing that the average man or woman likes to do more than recommend different medicines to ailing friends. When I advertised Hecker's Buckwheat in Philadelphia, I learned practically how many arguments can be advanced to interest the public in a food—eating is so connected with good-fellowship; the alternation of the seasons such an inexhaustible fund; but more than all, the consumption of food, or drink, or medicine, is something enormous. Laundry soaps are used in every house, and every day, while sapolio is used by prudent persons only, and only by them when they are hurried or have some special work to do. I have always thought that the man who has before him a splendid opportunity (such as a modern dry-goods bazaar like John Wanamaker's) could scarcely need for inspiration in his work, every fancy and fashion under heaven tempting his ideas by its novelty and

brightness; every art and manufacture known to man ready at hand for comment or criticism, and his work generally if not always entirely separated from the responsibilities and cares of the business. Local advertising seems, moreover, to be easier to handle than that which is world wide. The prejudices, interests and habits of one community when made a study will give to the advertiser many opportunities of enlisting hearty interest in his goods. Advertising for the world involves the danger of creating a prejudice in Spain and Australia by the very course that would make friends in America. Nor is this all. The column widths of every country vary; the sizes of the car panels are different; the rule in displaying type and of computing advertising space and every custom connected with the work differs widely.

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Writers of advertisements amuse me a good deal; they have all the conscious pride of a hen; they cackle whenever they lay an egg. Their idea is that on the future of that egg depends the future of the world. They almost invariably hold that they create the business, or that its complete success is unquestionably due to them. The talent for writing advertising, when separated from other business qualities, is not rare, and by far the larger part of the advertising which is commended by the open criticism of employers or friends fails utterly of its effect when it meets the *silent* criticism of the great public. When a writer of advertising has truth enough to be generally trusted; tact enough to be generally depended upon; force enough to be wholesomely respected, and business experience enough not to jump through his collar, or grow too large even for "Plymouth-Rock pants"—then his happy combination of talents may—remember "may," not "must"—insure him salary enough to drink Bass at his lunch.

ARTEMAS WARD.

WHY fill a store with goods, and then keep dark about it? It costs money every day and every hour to carry a stock of goods. Let the public know what you have to sell. Interest the people—attract them—do not allow them to forget you or your crowded shelves. Turn on the lights, especially the brilliant, steady and far-reaching light of advertising.—*Cin. Com. Gazette.*

DEVELOPMENT OF THE ADVERTISEMENT.

Some short-sighted and penurious advertisers will often lie awake o' nights mourning over the composition bill of their advertisements. The man who gets up advertisements properly studies typographical effects and brevity with great care. He will re-write and condense his manuscript frequently before sending it to the printer, and yet his proofs will sometimes be literally cut to pieces. He sees improvements, when the matter is in type, and "all in his eye" at one glance, that it is absolutely impossible to discover in the written pages. Before the advertisement leaves the printer the bill for composition and changes is often double the first cost of setting up a five-inch display, or a ten-inch reader.

Why, then, shouldn't the advertiser lie awake o' nights?

Because when the advertisement is done it is a finished product, shaped to produce the maximum of effect. Furthermore, as respects the "reader," the writer of the advertisement, in his final revise, by carefully substituting simple, short Anglo-Saxon words for long, less-likely-to-be-understood sesquipedalian words, and by cutting out all redundant ideas and sentences may have saved ten lines, or perhaps only two; but two lines in a thousand papers means 2,000 lines, and ten lines in a like number means 10,000 lines!

It pays in every sense to spend time, attention and thought, and to give radical proof-revision to an advertisement. Mr. Soule, of Hop Bitters fame, had the habit of perfecting his advertisements, and when they were done he would throw the proof to one side and "let the thing pickle." Perhaps months would elapse before he would look at it; meanwhile new ideas may have come to him, and he would change it, or time had confirmed his earlier judgment and he would order the advertisement sent to the papers.

I would like to know the methods of our great advertisers. Mr. H. H. Warner, of this city, with whom, in one capacity and another, I was most pleasantly associated for about eight years, has a wonderfully keen appreciation of a good idea for an advertisement, and of late years, notwithstanding the enormous demands upon his time, he

has developed a writing capacity equal to his critical faculty, and some of the best and most efficient "readers" are wholly the product of his mind and pen. As a rule, however, he depends upon his advertising manager for ideas and their development. He judges ideas purely on their merits and will accept them as readily from one person as from another. My self-sufficiency was not infrequently upset by being asked who wrote this or that article, because, in very many cases, the "noticeable advertisements" were the ones the "Commodore" himself had written! When any one gave him a pleasing idea he would say: "That's good! Perfect it! Give it time! and when done bring the article to me." He would call in the heads of various departments, the article would be read, criticised, and if approved the manager would put it in type, when it would again pass in review for final criticism to see if all the points were clear and strong. Some advertisements would be a week in process; others would come out perfected and approved in a day or two.

The first cost of a good advertisement is a mere bagatelle.

GEO. W. ELLIOTT.

THE REVERSE OF THE SHIELD.

The pregnant columns of PRINTERS' INK bristle with pithy points and as powerful hints on advertising. More than often these proceed from the advertising agent's point of view.

The shield has a reverse—the views of the advertiser a voice. Solicitors must ever bear the brunt of his attack. Like the temporary tenants of a certain biblical character, their name is Legion. One quits only to admit seven more persistent, and some even seek, in their suaveness, to annihilate the unfortunate advertiser with Samson's historic but homely weapon. Hardly one gives a second's forethought to the suitability of his medium. The proprietor of Dr. Belshazzar's Forget-Me-Not Perfume is impartially pelted with the self-same poll-parrot arguments which succeeded (or failed) in moving the stony heart of the inventor of Monkey-wrench's Kidney Scraper. (For the classic nomenclature credit Mr. Edgar W. Nye.) Blind is the average solicitor to the fact that a yearly e. o. d.

"ad." in *The Wayback and Woolly Wanderer* is hardly the hope of a Spanish-American house.

"Unlike angel's visits" come those of the Charity Programme Shover and his friend with the Regimental Souvenir. Instead of frankly asking for a charitable cash subscription, or a plunge into a patriotic purse, these gentry invariably attempt to argue on the premises of a commercial transaction. The offer is perhaps a quarter page, at \$100, in the programme of the Mott Street Movement to Suppress the Mastication of Puppy Dogs, or in some other booklet as ephemeral as the conversion of a Chinaman, as lasting as the lilies of the field. Tell them until you tire that with the same money in a good agent's hands you can reach over 50,000 readers of first-class magazines—then, not discomfited, they fall back upon the charitable object of their plea. Often the programme is presented by some dainty daughter of Eve, who resolutely declines to talk business with any one except the proprietor himself, and always eventually arriving, with both of her tiny bottines, before Adam himself, as easily as her ancestress did in Eden, places the apple of her sought-for "ad." well down his patient, polite and only too plastic gullet.

More reprehensible than all these are the rich regiments of the National Guard, who unblushingly exact heavy contributions to their armory games, etc., under the guise of a high tariff for almost worthless advertising space. Apposite, indeed, to advertising (?) tactics like these seems the axiom of the old Suffolk farmer: "Bis'nness is bis'nness an' puddin's puddin'."

A final word for another illegitimate species of advertising now prevalent and often much pushed—the catalogue fake. The worthy owner of Wigley's Wrought Iron and Winged Washing Machines, who also does a general foreign commission business, proposes to publish a catalogue for his customers. He figures it out to cost say \$500 and promptly appropriates 10 pages for "ads" at \$50 each. Then he starts gunning for suckers. His representatives occasionally have the audacity to play the "blackmail" card and delicately to suggest to a doubting advertiser that orders from Nijni-Novgorod, or Lord-knows-where, will only be filled with advertiser's articles. His success is hardly ever in a ratio to his check.

A. J. W.

"PROMPT PAY."

The boy, just making a start in life, who goes to the Successful Business Man for wise counsel is always advised, above all things, to be prompt. This point is generally emphasized more than any other.

But does the Successful Business Man take his own medicine? Has he ever reflected how promptness applies to his own business and how much it would be worth to him in cold cash?

Of course, it's "what I say, not what I do." But suppose for a moment we bring the matter right home to the Successful Business Man.

The cashier of a large advertising agency once said: "We would be willing to give a great deal if we could pay our bills as promptly as Messrs. So-and-so"—naming a rival concern. "But we are not able to do so, and we do not see how Messrs. So-and-so manage it. They are certainly the promptest house in the country."

That reputation for promptness is worth much to the firm in question. I asked their cashier how he *did* manage it. "Well," he said, "we make promptness a part of our system, and then see that it is faithfully followed out. That's all. It's like a man who can run a hundred yards in shorter time than any one else."

Promptness is worth money in any business, but the peculiar character of the advertising business makes it specially valuable. The seed advertiser, for example, who sends a greenback with his order is playing upon this feeling.

A large city clothing house sends to small suburban papers an electrotyped advertisement accompanied by a check for \$25. Without the check perhaps the order would not be accepted. But it reaches the publisher on salary day; or a time when he is in urgent need of money. He cashes the check and settles with the advertiser later on his own terms.

The principle of prompt pay when the work is done is the same. The publisher can count definitely upon so much money at a certain date. Cash is worth a good premium to him and he is willing to pay it.

Promptness is not sentiment; it is business.

J. I. R.

To advertise is to give hostages to fortune.—*T. H. Cahill.*

THE PRINTING OF "THE
CENTURY."

The greatest obstacle to the perfect printing of wood-cuts always has been the uneven surface of printing paper. If the reader will look through a magnifier at a sheet of ordinary paper, he cannot fail to note that the surface is uneven—broken in every direction with little pits or depressions. Paper is but a felting or tangle of interlaced fibers which make the sheet thickest in the places where the fibers cross each other with a corresponding unevenness of surface. When printed on ordinary types that have deep counters, these pits or depressions are too shallow to affect the print. If the paper be dampened, the supply of ink full, the impression strong, and the impression surface elastic, the type will sink to the bottom of these depressions without any noticeable thickening of line. Under these conditions no one can see any lack of smoothness in the print. But these are not the conditions under which fine wood-cuts can be rapidly printed. The paper must be dry and smooth; the impression must be confined to the surface; the lines must not be jammed in or unequally sunk below the surface of the paper.

The old approved method of smoothing paper was by pressing each sheet through hot plates—a process which made the vellum, or hot-pressed paper, so much admired twenty years ago. But this process was slow, uneven in results, and too expensive to be considered for magazines. The American method of smoothing a sheet in a web by passing it through stacks of calendering rollers was adopted from the beginning of the magazine, but it had disadvantages. Great pressure was required to make the sheet smooth; but if the pressure was too great the fiber was crushed, the paper became transparent and so hard that it would not properly receive and retain ink; the surface became shiny, waxy, and irritating to the eye.

The only way to make paper smooth enough for the work was to fill these pits or depressions while the paper was in the process of manufacture with a soluble filling which made an absolutely uniform surface readily smoothed by the calendering rollers. The amount of this filling is small; the effect it produces on the print is great. The delicacy of line and tint shown in the engravings of the

last five years could not have been reproduced with even a tolerable degree of faithfulness if they had not been shown on this surfaced paper. The new form of mechanical engraving, commonly known as the half-tint style, is equally dependent for its effect on surfaced paper. No other paper can show with such clearness the whole scale of color from the palest gray to the intensest black.

The changes that have been recently made in the theory and the processes of printing will perhaps be more clearly understood by an examination of the methods and machinery now used for the printing of *The Century Magazine*.

Printing begins with type-setting, which is done now as it was four hundred years ago. Every letter must be picked up by hand and adjusted by human fingers to its fellows. For good book-work there is as yet no short cut, no royal road. There are, it is true, type-setting machines doing efficient service on daily newspapers, and others that give good promise of usefulness in the more exacting branch of book-work, but they have not curtailed the employment of the four thousand compositors who set type by hand in this city. Type-setting by hand is slow work. A quick workman can set five columns of *The Century* in a day of ten hours; but the performance of the average compositor does not exceed, hardly reaches, two pages a day. The composition of the magazines is done by young women, whose work is as accurate and acceptable as that done by men. The women are paid the same rates as men.

A large printing house needs many types; there must be many kinds, and a great many of each kind. In this printing house the types and the appurtenances for keeping them in order occupy two large floors, each of about seven thousand superficial square feet. Not one-tenth of this type is in daily use, but all of it is needed, for any kind may be demanded and must be accessible at a moment's notice. Each face or style of type, and each character or type of that face, must have its place, and be kept in that place.

These wood-cut illustrations are the jewels of the magazine. How frail they are! how tenderly they have to be cared for! A careless thump or scratch, neglectful exposure to too much heat or dampness, and their beauty is marred forever. To prevent losses by these

accidents, every wood-cut is proved on the hand press soon after its receipt, and a mold taken in bees-wax on which an electrolyte shell is deposited. These shells weigh less than an ounce, and are carefully preserved and used only in case of an accident to the wood-cut. The proofs of the cuts are sent to the foreman of the press room, who uses them for his "overlays," of which more will soon be said.

After proving and molding, the cuts are sent to the maker-up, who frequently finds them quite obdurate and inflexible—too long, too short, too irregular, rarely ever adapted to the places for which they were made. To find the proper place for each cut, and make it fit there, is a part of his business which calls for patience and ingenuity; but the author or the editor lends his help, and the work is done. Then follows another proof, which is read by a new reader, and is marked with more corrections. Perhaps another proof still; but finally comes the editor's seal and stamp of approval—*Cast*—and off go chase and contents to the electrolyte foundry.

When made up, the pages are fastened in square frames of iron that are called chases, which allow them to be transported to the foundry, or to be kept securely waiting orders for corrections or alterations. Many pages have to be kept in type; some of them wait but a few days, others for months before the order comes for casting. For the text of *The Century* five thousand pounds of type are provided, and all of this is often used.

Let us follow the chases of type, securely nested in boxes to prevent bruising, to the electrolyte foundry on the sixth floor. This is the one room that cannot be kept bright. The furnace, the machines, the batteries, and the pervasive atoms of black-lead floating through the air are sad hindrances to neatness. The types, apparently clean enough, are carefully washed, and then dusted with these atoms of black-lead. The chase of type is now put in a molding press and pressed with great force against a plate covered with a thin sheet of wax that has been coated with the black lead. This material prevents the wax from sticking to the form in the operation of molding, and also acts as a conductor of electricity on the non-conducting surface of the wax mold. It is not a cleanly or a pleasant material to handle, but there seems to be no other

available substitute. The pressure on the wax gives a minutely faithful but reversed duplicate of the face of the type. The mold is next submerged in a vat of turbid fluid which seems innocent and peaceful enough, but in it mysterious forces are noiselessly at work. Put a key or any bit of iron against two of the rods on which the mold is suspended and you instantly see a shower of electric sparks. The buzzing little dynamo in the corner by its rapid revolution is sending through the fluid an electric current which liberates particles of copper from the solution in the bath and attaches them to the mold. In impalpable atoms, finer than can be made by heat of fire, these minute copper particles travel through the solution to their destination. After a few hours of exposure lift the wax mold and you will see it covered with a thin shell of bright copper about as thick as a sheet of ordinary writing-paper. This shell is the duplicate of the face or surface of the types and wood-cuts in the chase. It is too thin to be used for printing; it must be "backed up" and mounted.

A jet of steam or hot water is next applied to the deposited copper shell, which melts the underlying wax and permits the shell to be relieved from the mold. On the back of this shell tinfoil is melted, which serves as a solder for the melted electrolyte backing metal that is poured over it, making a plate about one-fifth of an inch thick. When the plate is cool it is put under a planing machine and reduced to a thickness of about one-seventh of an inch. A screaming, vicious-looking little circular saw now takes the plate and trims off the rough and superfluous metal on the edges, after which the plate is straightened perfectly level and shaved to the desired thickness. Next comes the beveler, a form of side plane which makes the angled shoulders required by the clamps which are to hold it on the press. Now the finisher takes up the plate and scrutinizes it for the correction of trivial defects. Then a proof is taken and compared with the type proof.

Unlike the type, or the frail wood-cut which may be in the page, this electrolyte plate can receive a hundred thousand impressions, or more, without loss of beauty or sharpness. It can be handled, packed and transported with more ease and greater safety than the type or the wood. The page of type costs, composition included, about seven dollars; a full page of wood-cut costs

from one hundred to two hundred dollars. The electrotypes of either costs less than one dollar. These are the reasons why electrotypes are made.

The electrotypes foundry is a miniature machine shop, with machines on every side—to plane, to saw, to bevel, to rout, to mold, to melt, to carve. One of the peculiarities of this room is a little machine which bevels both sides of a page at one operation, by means of circular beveled cutters, insuring an accuracy as to size not to be had when the beveling is done by hand and by two distinct operations. The shaping machine, with its gas heater and air blast, which curves a flat plate to fit the periphery of the printing cylinder of the web press, is another novelty. There again is a newer apparatus for bending to a true curve plates of cold metal, the invention of the foreman of the room, which produces a curved plate of still smoother and truer surface. The difference between a fairly smooth and a truly smooth surface may seem trivial, but on this trifle depends the success of fine printing on a rotary press.

The inspection of the plate does not end with the finisher, for a new proof of it is taken on the hand press, and its face is carefully searched for the hidden defects of air bubbles under the shell, bruised letters, or uneven surfaces. If the defects cannot be economically remedied the plate is condemned and a new one is ordered.

Plates that have to be printed in red ink, like the cover of *St. Nicholas*, or that will have to receive unusual wear, like the advertising pages of *The Century*, are coated with a film of nickel, which resists the scaling of the ink or the wear of the press. For special purposes a film of steel can be substituted.

One of the most attractive portions of the press department is the vault—a long room under the sidewalk on Lafayette Place, beautifully lighted by the bulk-head of iron and glass sixteen feet overhead. At the end of a long row of machinery stands the web press—a massive and complicated construction, specially built by Messrs. R. Hoe & Co. for printing, cutting and folding the plain and the advertising pages of *The Century*. Web presses for newspapers are common enough, but this press has distinction as the first, and for three years the only, web press used in this country for good book-work. At one end of the machine is a great roll of

paper more than two miles long when unwound, and weighing about 750 pounds. As the paper unwinds it passes first over a jet of steam which slightly dampens and softens, but does not wet or sodden, its hard surface, and fits it for receiving impressions. It next passes under a plate cylinder on which are thirty-two curved plates, inked by seven large rollers, which print thirty-two pages on one side. Then it passes around a reversing cylinder which presents the other side of the paper to another plate cylinder, on which are thirty-two plates which print exactly on the back the proper pages for the thirty-two previously printed. This is done quickly—in less than two seconds—but with exactness. But the web of paper is still uncut. To do this it is drawn upward under a small cylinder containing a concealed knife, which cuts the printed web in strips two leaves wide and four leaves long. As soon as cut the sheets are thrown forward on endless belts of tape. An ingenious but undetectable mechanism gives to every alternate sheet a quicker movement, so that it falls exactly over its predecessor, making two lapped strips of paper. Busy little adjusters now come in play, placing these lapped sheets of paper accurately up to a head and a side guide. Without an instant of delay down comes a strong creasing blade over the long center of the sheet, and pushes it out of sight. Pulleys at once seize the creased sheet and press it flat, in which shape it is hurried forward to meet three circular knives on one shaft which cut it across in four equal pieces. Disappearing for an instant from view, it comes out on the other side at the upper end of the tail of the press in the form of four-folded sections of eight pages each. Immediately after, at the lower end of the tail of the press, out come four entirely different sections of eight pages each. This duplicate delivery shows the product of the press to be at every revolution of the cylinders sixty-four pages, neatly printed, truly cut, and accurately registered and folded, ready for the binder. Two boys are kept fully employed in seizing the folded sections and putting them in box trucks, by which they are rolled out to the elevator, and on these sent to the bindery.

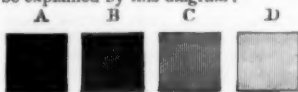
This web press is not so fast as the web press of daily newspapers, but it performs more operations and does more accurate work. It is not a large machine, nor is it noisy, nor does it

seem to be moving fast, but the paper goes through the cylinders at the rate of nearly two hundred feet a minute. It does ten times as much work as the noisier and more bustling presses by its side. Made especially for *The Century Magazine*, it prints that and nothing else, for its large regular editions keep it fully employed. The reprinted numbers of *The Century* and all the other publications of the Century Co. are done on other presses. This web press has other limitations: it is not at all an economical machine for small editions, nor can it be successfully used for the fine wood-cuts of the illustrated articles of *The Century*. The pages that contain these wood-cuts, and the entire text of the *St. Nicholas*, hitherto have been done on a slower and smaller machine known as the stop-cylinder, which prints sixteen pages only on one side of a sheet, at the rate of about 750 impressions an hour. One machine can produce in one month but a small portion of the illustrations required for the magazine. It follows that there are many of these stop-cylinders, and that the printing plates are made in duplicate and sometimes in triplicate, and, to get out the edition in time, that these duplicates go to press on different machines. To get the superior quality of press-work demanded, this delay in performance and this multiplication of machines has been submitted to for many years.

Encouraged by the success of the web press in magazine press-work, the printers of *The Century* have applied the rotary principle to a new machine for fine illustrations, expressly made for them by Messrs. R. Hoe & Co. and but recently put to work. Sixty-four plates of *The Century*, truly bent to the proper curve, are firmly fastened on one cylinder sixty inches long and about thirty inches in diameter; sixteen inking rollers, supplied with ink from two ink fountains, successively ink these sixty-four plates with a delicacy and yet with a fullness of color never before attained. The shafts of the impression cylinder and the plate cylinders, $4\frac{1}{2}$ inches in diameter, do not spring or give under the strongest impression. Although rigid in every part, in the hands of an expert pressman it can be made responsive to the slightest overlay. This machine is fed by four feeders from single sheets in the usual manner, and does the work of four stop-cylinders in superior style.

The gain in performance is not as great as the gain in quality of press-work, but quality was considered more than speed. The performance of the machine could have been more than doubled by adding to it other cylinders which would print on both sides of the paper; but careful experiment has proved that the finest wood-cuts cannot be properly printed with this rapidity. To get the best results the ink on one side of the paper must be dry before it is printed on the other side.

These are the presses on which the skill of the overlayer is most signally shown. The theory of overlaying may be explained by this diagram:



Suppose A B C D to be separate hand stamps engraved on wood. If the surface of the stamp marked D were inked the moderate pressure of ten pounds would transfer these thin lines to paper. C, having more lines, and offering more resistance, would call for a pressure of twenty pounds or more to insure a good print. B is still blacker, and resists much more, requiring say fifty pounds to force it fairly. A, which is entirely black, could not be smoothly printed with a pressure of less than one hundred pounds—perhaps more. If the pressure of ten pounds were put on each square, B and C would show weak and ragged lines, while A would be blotched all over with irregular gray spots. If the pressure were made one hundred pounds or more, the lines of B and C would be hard and muddy, and D would be worn out before one hundred impressions had been taken.

Overlaying is merely an intelligent adjustment of pressure on wood-cuts—a pressure adjusted to suit the resistance, so that light lines shall have little and solid surfaces much pressure. So treated, light lines will print sharp and clear; the compact and closer lines of middle tints will be smoothly gray, and the solid portions of the dark shadows will be full velvety black. The different degrees of light and shade in every wood-cut require this graduation of pressure. The theory seems simple enough, but putting the theory in practice is not. Every printing machine is made so that the pressed and the pressing surfaces shall be in exact parallel—so that pressure shall be absolutely

uniform in every part. If wood-cuts were like the ordinary text-types of books and newspapers in their equality of color and their equal resistance to impression, there would be no need of overlaying; no more pressure would be required in one portion than in another. But wood-cuts are conspicuously unequal—the thin lines, the close lines, the solid blacks, are irregularly combined. Yet each must have a different degree of pressure. On simple diagrams, like A B C and D, the result desired can be reached by pasting one or more thickness of paper over C, two thicknesses over B, and three or four over A. Adding thickness to the pressing surface gives the additional pressure. On a wood-cut in which light and shade are intermixed the work is extremely difficult—not to be explained by words; to be learned only by experiment and the study of repeated failures. The rarity of well-printed, and the commonness of badly printed, wood-cuts are indications of the difficulty of the art.—*Theodore L. De Vinne, in The Century.*

PROSPERITY IN GEORGIA.

From the Atlanta Constitution.

The Lee County *News* is in a flourishing condition. Its editor announces that he cleared six dollars last month as referee in a mule trade.

TWO KINDS OF IMPULSES.

From the Fredericton (New Brunswick) Religious Intelligencer.

A religious paper recently printed the following paragraph: "Our subscribers have had their impulses quickened spiritually by reading the good tidings we have provided for them; but their impulses to pay their subscriptions continue to be very dormant."

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGUARO.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

WHAT does the Bible say about politics?

NEW HAVEN NEWS.—Best advertising medium.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (TEXAS) CONSTITUTION, 1 in., 1 yr., \$22.80 net.

ADVERTISER & FARMER—25,000; \$2 an inch. Bay Shore, N. Y.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS.—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

BANNER, Lexington, Ky., 8 page monthly. Only display ads., and limited.

ADVERTISERS reach all Southwest Texas through THE BOERNE POST.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

THE ADVERTISERS' GUIDE. Mailed free by STANLEY DAY, New Market, N. J.

THE HOUSEHOLD PILOT, New Haven. Monthly circulation over 300,000 copies.

TRIAL ADS., one cent per line, of seven words. THE TIMES, Rushsylvania, O.

THE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

LE MAN SENTINEL, semi-weekly, reaches large constituency in Northwestern Iowa.

AMERICAN HOME GRAPHIC, 743 B'dway (Scribner Building), N. Y. Send for rates.

FIGUARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN. 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1853; actual circulation: D. 49,300; S. 51,210; W. 22,846.

OWN A NEWSPAPER.—No type necessary. N. Y. NEWSPAPER UNION, N. Y.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

EVERY PUBLISHER of a newspaper, who wishes to attract the attention of advertisers, should advertise in PRINTERS' INK.

IF YOU WISH to advertise anything, anywhere, at any time, write to GEO. F. ROWELL & CO., No. 10 Spruce St., New York.

If I had but \$1,000.00 to expend in advertising, I would expend it all in Allen's Lists. —Frank Finch, Seedman, Clyde, New York.

YOU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 25 Warren St., New York City.

HERALD, Lake Arthur, La., is a superior advertising medium. We invite trial. One inch one year, four dollars, net. Get particulars and samples.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. F. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

GOOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000; 30 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

THE LORD & THOMAS Religious Newspaper Combination is THE medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

ELECTROTYPES.—Reasonable rates; good and prompt work. Send for estimates. T. R. MAGEE, Manager, No. 37 Custom House St., Providence, R. I.

TO PRINT and mail a thousand postal cards costs not less than \$12.50; a quarter-page advertisement in **PRINTERS' INK** is printed more than **TWENTY THOUSAND TIMES**, and costs but \$12.50.

AGRICULTURAL.—THE SOUTHERN CULTIVATOR, of Atlanta, Ga., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in **PRINTERS' INK**, under heading of Special Notices, is brought to the attention of 20,000 advertisers every week for a whole year for \$26; 3 lines will cost \$39; 4 lines, \$52; 5 lines, \$65; 6 lines, \$78; 7 lines, \$91; 8 lines, \$104.

FARM-POULTRY, Boston, Mass.—Ably edited to instruct the artisans, mechanics and families in the suburbs of towns who, as well as farmers, keep a Few Hens, how to keep Poultry for Profit; therefore, an excellent general advertisers' medium.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1900, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

ACTIVE and industrious men, who understand something about **NEWSPAPERS** AND WISH TO START ONE in their own town or another field known to them, can hear of an opportunity to do it, without using any of **THEIR OWN CAPITAL**, by addressing "NEWSPAPER," care of **PRINTERS' INK**.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

I WILL GIVE \$100 IN GOLD to the individual who suggests the best way to spend \$5,000 advertising the Utica (N. Y.) Conservatory of Music. Any means may be suggested. Mr. Geo. P. Rowell, Editor **PRINTERS' INK**, and I will act as judges. The competition will close December 31st. Illustrated catalogue mailed free. LOUIS LOMBARD, Director.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

EAST TENNESSEE is the most progressive part of The New South. In Geo. P. Rowell's list of best newspapers, The Daily and Weekly **SENTINEL** is named for Knoxville. Largest daily circulation guaranteed. The only paper in this section whose circulation requires a week perfecting press that prints 10,000 an hour. Samples and advertising rates upon application.

OHIO STATE JOURNAL.—The American Newspaper Directory and all other authorities on newspapers say that **THE OHIO STATE JOURNAL** is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

THE LEADER, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at **THE LEADER** will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. **THE LEADER** solicits advertising from all reliable agents and the public generally. **CHAMBERS & KENNEDY**.

ADVERTISEMENTS PREPARED.—Whoever would spend a thousand dollars in advertising may safely invest a hundred dollars in securing the best possible advertisement for his purpose. We will prepare advertisements for any one; making in all cases a suitable charge for our professional services. We will attend to the writing, typesetting, engraving and electrotyping. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

ADVERTISING MATTER, SAMPLES, Etc., "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "snake" advertising. We have been established since 1881, and keep a corps of reliable men (boys not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," The Chicago Daily News, The Chicago Herald, Lord & Thomas, etc., trust their work to us. Why not you? Correspondence solicited. **THE BOWERY CIRCULAR ADVERTISING CO.**, 151 Washington St., Chicago. Mention **PRINTERS' INK**.

To the Advertiser.

If you wish to advertise, you must tell the story you have to tell to the largest number of the right sort of people in the way best calculated to produce the effect you desire to produce and at the smallest cost.

To accomplish your purpose you require a well-worded advertisement, effectively displayed; and must then secure its appearance in the papers that are read by the largest number of the classes of people to whom you wish to appeal; and you must have it in the position where it will be most likely to be seen.

To aid you in accomplishing your object is our business: and we will serve you on the following terms:

FIRST.

We will prepare your advertisement or give you advice and assistance to aid you in preparing it yourself. We will have the advertisement set in type and procure illustrations if any are needed. When a satisfactory advertisement has been produced we will furnish proofs and an electrotyped pattern to be used in duplicating the advertisement if the display or illustration make an electrotpe desirable.

For this we will make a suitable charge and you will be under no further obligation to avail yourself of our services unless you wish more work done on similar terms.

SECOND.

We will tell you what papers we would recommend you to contract with (if you ask us to do so); and will indicate the position in each that we think is desirable to attempt to secure—if the advertisement is of sufficient importance to warrant the trouble and pains needed to obtain a special position—and we will tell you what the publisher's schedule price for the service is; and what concession, if any, it appears to us reasonable to expect.

For this service we will make a reasonable charge; and you will be under no obligation to employ our service further—but may contract for the advertising by personal application to the publishers—by letter or otherwise; or may award an order to some advertising agency desirous of an opportunity to bid for the placing of your advertising.

OR

We will ourselves contract with the publishers for placing your advertisement on the best terms we are able to procure, and will require you to pay for the same no more than the exact net price that is accepted from us by the publisher, giving you the advantage of all special rates and agent's commissions and charging for our service a reasonable fee that may be arrived at by a percentage or an outright round sum to be fixed by agreement.

Address

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

"The one and a half inch double column you got out for us is everything that we could desire. It stands out as conspicuously in most of the papers that come to us as a fly in a bowl of cream. We have noticed people walking ahead of us, with a bundle wrapped in a Galveston *News*, with our 'ad.' on the outside, and they were quite as good advertisers for us as if they had a sandwich advertising board on their backs."—*Extract from a Letter.*

A Poor Advertisement

is a handicap on what would prove good advertising, had the advertisement been placed before the public in an attractive form.

Should you desire it, we will prepare an advertisement for you at a moderate charge.

Address

GEO. P. ROWELL & Co.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

GEO. F. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, DECEMBER 3, 1890.

A CURIOUS phase of rural journalism is revealed in the announcement of a North Carolina paper which changes from a semi-weekly to a weekly "at the request of its former subscribers, the majority of whom only go to the post-office once a week for their mail."

AN interesting scheme for "booming" a section of land is being introduced by an improvement company in North Carolina. A cash prize is offered for the best short story or novel having "the Grandfather Mountain and the beautiful scenery of that locality woven into the plot." Detailed information is furnished upon application, and that is where the land company gets in its advertisement.

AN independent Montana publisher issues a circular in which he announces in black type: "No contracts calling for special position will be accepted. No e. o. d., e. o. w., 2 t. w., or other intermittent contracts will be made." An advertiser sends the circular to this office with the comment: "As far as the Daily — is concerned, I'm not in it." There are many advertisers who will not go in papers at any price unless they can have just the privileges here denied them; and the publisher who consistently carries out such stringent rules will succeed in turning away a good deal of desirable business. Granted that there are any advantages in the code above formulated, is it, on the whole, worth the publisher's while? Is it not a part of his business to look out for the e. o. d. and other troublesome insertions?

PERSONS traveling on the elevated roads in New York have been amused at a rhyming advertisement of apartments to rent which has appeared on the bulletin boards of some of the up-town stations. It runs as follows:

Early to bed, early to rise,
Mind your business, tell no lies,
Pay your debts and advertise,
Pleasant apartments of suitable size,
Rents most moderate, not otherwise,
If you want to be healthy, wealthy and wise

At 1703 Tenth avenue cast your eyes

FIVE AND SIX LIGHT ROOMS
AND BATH,
WITH OR WITHOUT STEAM HEAT.
Apply to Janitor,
NORTHWEST CORNER 10TH AVE.
AND 98TH ST.

IN compliance with the request of the Pan-American delegates, a Cleveland man announces that he has founded an international advertising agency to meet the growing requirements of American industry. The new concern states that it is in contract with the best dailies and weeklies of Mexico, Central and South America, besides being prepared to forward advertisements to the leading newspapers of Spain, France, Portugal and Italy at the regular rates of the newspaper offices. These rates, with the exception of the European newspapers, are said to be considerably lower than in the United States. They vary from 20 cents to \$1 an inch of column, most charging from 30 to 40 cents.

A GREAT deal of nonsense is being written and printed—in regard to the big salaries paid advertisement writers. As a result, some bright newspaper men who have found daily journalism "a grind" are seriously contemplating giving up their own profession and going into the new field. To these PRINTERS' INK would utter a word of caution and advice. It is true that there are a few men in the advertising business who command good salaries, just as the editors of the prosperous dailies are paid well for their services. But these men are the captains. There are innumerable other men in the ranks who cannot make a fair competency. Business knowledge and experience in advertising are what pays—not the mere knack of writing easily and well. Newspaper men who give up their own business to go into this field are almost certain to meet with disappointment and loss.

DURING the week ending Wednesday, November 19th, orders for advertising in PRINTERS' INK were received amounting to \$13,204. This is pretty good for such a little paper and so young.

HERE is an advertisement from the New York *Herald* of a "Frenchman speaking English." Proof of his foreign extraction, however, will hardly be required:

A NOTABLE MERCHANT IN LARGE COMMERCIAL French place, speaking English, familiarized with international business and financial doings, wishes a serious situation in an honorable office or bank in the States; would pass contact of residence for many years; references to apply to the General Consulate of France in New York, or address D., 304 Herald office.

MR. WM. H. TAYLOR, the humorist of the Rockville (Conn.) *Journal*, sends to his brother editors and members of the Connecticut Weekly Press Association a circular in which occurs the following special notice:

By vote of the Association each member is assessed one dollar upon his circulation of 500 or less, and ten cents for each hundred of his circulation, or fraction thereof, in excess of 500. This is to cover the expense of legal advice and aid in framing the bill and getting it properly before the Legislature. There are fifty different laws relating to newspaper advertising, and nearly all need to be amended in some particular.

Prompt remittance is necessary, as the work must be prosecuted at once. Remit by check to the secretary as soon as convenient.

Let us all pull together in this matter.

The treasurer's books of the Connecticut Weekly Press Association would make interesting reading. How much dues will the Connecticut editors pay? Advertisers, doubtless, would like to see how they tally with their own private accounts. On the whole, the person who devised this scheme for helping along the treasury of the organization deserves a great deal of credit. As a financier he might make a big fortune.

No successful publication succeeds in pleasing all its readers all the time. PRINTERS' INK, in a little paragraph that appeared a few weeks ago, was so unfortunate as to stir up a tempest among the trade press. Now inasmuch as PRINTERS' INK is a trade paper and nothing else, it would naturally hesitate about casting unfavorable reflections upon such journals as a class. The best trade journal does, without doubt, give its advertisers the best service obtainable: for its readers are all

among the particular class in whose interests it is published. It is well entitled to the comparatively high price that it must demand for its advertising space, for there is no waste circulation. Such a journal is the specialist in the profession of advertising! But there are quacks among trade journals; and remarks in PRINTERS' INK which have given so much offense do most surely have a close application to these.

FOR SALE.

Advertisements under this head 25 cents a line

FOR SALE—100,000 addressed envelopes cheap. Address Box 203, Lebanon, Ohio.

PEN LITHOGRAPH. The Last Supper; new; 28x38; 2c. a copy. W., 167 W. 19th St.

\$60.00 WILL BUY a one-horse power Baxter Engine and Boiler, in good order. FRED HOSSICK, Carrolltown, Mo.

FOR SALE—Body and display type of quarto daily paper. In good condition. A bargain. J. T. HEARN, Knoxville, Tenn.

FOR SALE—A part or the entire interest in a Daily and Weekly Newspaper in Western Pennsylvania. Address "F. B. V.," care of PRINTERS' INK.

MAGNIFICENT Wyandottes, Lt. Brahmas, Leghorns and Plymouth Rocks; also elegant illustrated Circular. GEO. A. PLESTON, Binghamton, N. Y.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. H.," care PRINTERS' INK.

MAGAZINE.—A POPULAR MAGAZINE for ladies, for sale. Owners have other business and do not understand this sort of journalism. A splendid chance for owner of a proprietary article to have his own medium. Address "MAGAZINE," care of PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

AN old-established and successful Book and Job Printing Business. City of over 200,000. Plant about \$14,000. Half cash, balance on time; or would take a partner with some capital, if capable of taking the management. A rare chance. Address, for further particulars, "PRINTER," care PRINTERS' INK.

A FORTUNE IN IT.—Irwin M. Gray & Co., of Montrose, Pa., offer their family medicine for sale, viz.: *Nature's Remedy for Catarrh*, Gray's Sarsaparilla, and Gray's Vegetable Pills. These medicines are put up the prettiest of any on the market. Any one troubled with catarrh can be cured by sending \$1.00 and get a large qr. lb. package of *Nature's Remedy for Catarrh*, a purely vegetable compound.

\$15,000.—ON long time payments—will buy one of the best Job Offices in a city of 25,000 population. Business is well established. Made \$3,000 over and above expenses in the last six months. To the right man would sell an interest for \$3,000, and guarantee him \$3,000 per year for 5 years. Reasons for selling—poor health and desire to retire from active business. Address Box 15, care of PRINTERS' INK.

A NEWSPAPER PROPRIETOR'S WHIMS.

"James Gordon Bennett's methods are peculiar," said an old newspaper man last night in an interview with a Pittsburgh *Dispatch* reporter. "He once brought up a man from an outside town to work the police courts. After a day or two he just as quickly sent him back to work there on space rates. The boy got rather rattled and declared he would get even with Bennett. He did. There was a bad smash-up on the road, and he sent an exclusive account to the *Sun*. Bennett, of course, wanted to know why the *Herald* was beat, and when he learned that it was his whilom police man who had scooped him he sent for him again, and made him assistant dramatic editor. He said he should not beat him again."

"Shortly afterward, when in Paris, Bennett cabled to this man to come there and act as city editor of the Paris edition. He went, and remained for two weeks, when Bennett, who had gone elsewhere, telegraphed him to go to London and report to Oakey Hall, who then had charge of the London edition. Hall told him he had no work for him, and sent a message to Bennett to that effect. Bennett then at once replied: 'Then tell him to go to hades.' Probably he did, for he remained in London."

QUALITY VERSUS QUANTITY.

One among the troubles ahead of most publishers is the size of the sheet. Where it is so large that it cannot be managed, the unfortunate editor begins to take trash advertising at any rate offered, merely to fill up. There are but few patrons who will complain of the size of a sheet if it is well and interestingly filled. If they want size, I tell them to go and get a roll of wall-paper and study the design. One patron said to me a few years ago, "How is it I have to pay you \$1.50 a year for the *Advertiser*, when I can get the — (naming a paper four columns wider) for the same price?" This man was a manufacturer of fine carriages. Said I: "Dave, how is it you charge me \$250 for a buggy weighing 200 pounds, when I can get a lumber wagon weighing a half ton for \$90?" It didn't require a sledge hammer to drive that point home.—*Geneva Advertiser*.

IN DAYS GONE BY.

Time was when most all advertising paid and paid big. There were no advertisement writers in those days, no great amount of style in the make-up of the "ads," but they got there, and there was no need of theorizing or racking one's brain for original ideas. There were no "big editions," little was heard of "guaranteed circulation," and a dollar a line would give an advertiser an attack of heart failure. No premiums were offered except chromos, and a publication to pass muster as a second-class mail matter had to be a mighty respectable-looking affair. Tempus seems to fugit pretty lively. We remember of receiving \$40 cash profit from a \$3.50 "ad." in the *Youth's Companion* in '75 and '76, and of hearing of \$1,500 profit from a page "ad." in *Peterson's Magazine* about the same time.

A Boston party, who struck the scrap picture and decalcomania craze in its infancy, invested \$500 in advertising and cleared nearly \$5,000.

A \$10 "ad." in the *New York Weekly Tribune* caused the sale of over 1,500 copies of the "Hunter's and Trapper's Guide," a 25-cent hand-book. R. L. Wolcott used to advertise his Pain Paint in the *New York* city dailies along in '65, and his office was about mobbed by frantic purchasers on several occasions. R. V. Pierce, of Buffalo, had a little hard luck at the start, about twenty years ago; but when he invested \$2,000 in advertising his catarrh cure by mail for 60 cents, it used to take two people all day long to open his mail and extract the shipplasters.

"Stamps taken" was an unknown phrase then.

The banner mediums were the *New York Tribune*, *American Agriculturist*, *Toledo Blade*, *Star Spangled Banner*, *Youth's Companion* and a few others; and it is a rather interesting fact that of all the old-time mediums the only one to make any considerable advance has been the *Youth's Companion*. A glance over the advertising columns of twenty or thirty-five years ago brings to mind very few familiar names.—*Agent's Guide*.

THE best evidence of the value of a newspaper as an advertising medium is its ability to secure and hold the best-paying class of advertisements.—*Lawrenceburg (Ind.) Press*.

THE BEST LAMP

—TO—
READ or
SEW BY

IS THE
DAYLIGHT



that Wonderful Central Draft which is talked about from Maine to California.

When you have seen and tried the "Daylight," no other lamp will ever satisfy you.

NOTE:—The "Daylight" is regulated by a wheel. It is safe, simple and economical.

Any dealer in the U. S. can supply it if you insist upon having a genuine "Daylight" and no other. Every lamp is warranted.

The "DAYLIGHT LAMP" is manufactured by the CRAIGHEAD & KINTZ CO., Ballardsville, Mass. If you want full particulars call at 33 Barclay St., N. Y., or send for circular to the

"DAYLIGHT LAMP COMPANY,"

38 PARK PLACE, NEW YORK.

Our experimental advertisement inserted in Kellogg's entire Lists last month brought us enough inquiries to prove that our lamps are much needed out West, and that Kellogg's Lists reach the people we wish to deal with.

DAYLIGHT LAMP CO.

NEW YORK, May 16, 1890.

100 SUCCESSFUL TO LIVE.

A writer in the English *Church Times* says: "A country paper down West had been puffing itself unceasingly all through its existence, but presently closed its career with the following high-sounding announcement: 'The circulation of this paper, thanks to the extraordinary and unparalleled success which has attended it since the first number, has increased to so enormous a figure that we are quite unable to print it. We are, consequently, compelled to suspend publication.'" On the same day that this anecdote appeared, the New York *Herald* published the following concerning its own "success": "We have to announce that it is our intention to suspend for the present the publication of the daily edition of this journal. Mechanical difficulties in its production, which with our existing appliances, we found impossible to overcome, compelled us some weeks ago to reduce the size of the paper, and left us powerless to carry out the intentions which we had in view when we embarked in the enterprise. We are consequently obliged to postpone, though we do not abandon, the hope of placing before the English public a daily newspaper which shall be in every way worthy of their support. The Sunday edition has already acquired so large and influential a circulation that the only change we propose to make in it is to introduce new features which cannot fail to increase its popularity."

WORKINGS OF THE LOT. TERY LAW.

The rigid enforcement of the law against publishing lottery advertisements is working great hardship to many country papers. For simply printing a notice of a church fair, a newspaper in Georgia was thrown out of the mails by the postmaster, who hopes that Mr. Wanamaker will speak a good word for him should a new administration come in in '92. A religious paper in Texas met with a similar fate on account of making some allusion to "the gift of tongues," spoken of in the New Testament. The postmaster said it came under the statute against gift shows. Out in Wyoming an editor, just to be funny, said something about putting a nickel in the slot and drawing out something or another; he had his whole edition returned to him. He demanded

an explanation at the post-office, and was told that drawing something pertained to the lottery business, and it was prohibited. "Perhaps the pictures I print would exclude the paper, too," said the editor, sarcastically. "Not at all," replied the postmaster; "there is no drawing shown in them." There never was a time when editors had to be so careful in their writing as now.—*Texas Siftings*.

THE SMALLEST CIRCULATION.

Newspapers are always vaunting themselves as having the "largest circulation" in the world, writes a London correspondent in the *Critic*. Here is a new idea for them: the Austrian emperor's morning paper, which his imperial majesty cons daily, and consults over occasionally, has the smallest circulation in the world. In fact, its circulation is limited to the august Francis Joseph himself. This *Chronicle*—I believe that is the name—is the most curious publication imaginable. Its proprietor is the emperor, it is published for the emperor, and, so far as I can learn, it is only read by the emperor. It is, at any rate, issued for his sole benefit; and the imperial news bureau brings it out at a cost of 200,000 gulden yearly. It contains, in a condensed form, all the articles in foreign papers which refer to Austria. Surely this is true wisdom—I mean this desire of becoming acquainted with all that is publicly said or written about one's self, when that self is set in high place. Many a word which no courtier nor subject would venture to speak direct, may thus find its way to the imperial ear.

WANTS.

Advertisements under this head 25 cents a line

PRACTICAL JOURNALIST—Experience in London, England, and through States—is open for engagement. Address F. L. WARNER, this paper.

ADVERTISING MANAGER.—A first-class advertising man wanted for an established publication. Right party, if desired, will be sold an interest on reasonable terms and guaranteed good salary. Splendid opening for energetic and capable man. Address "C. E. W.," PRINTERS' INK.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue,
address Hon. D. F. BEATTY, Washington, N. J.

OUTLINE ADVERTISING CUTS.—Tell us
your business and we will submit
something new for your inspection.
PRESS ASSOCIATION, Columbus, O.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIAT'N, Columbus, O.

Bubier's Popular Electrician
Reaches **10,000** First-class buyers every
month. Send for advertising rates.
BUBIER PUB. CO., Lynn, Mass.

"I Write Adv's" for general
advertisers. Pamphlets.
Circulars, Letters. "Rates reasonably high."
Trade-marks, names, etc., designed. **Coun-
seller for Advertisers**; "I place adv's."
GEO. W. ELLIOTT, Rochester, N. Y.

*** * TO BUSINESS MEN. * ***
Circulars, Posters, Show-Bills, Samples,
Sample Copies, etc., Posted and Distributed;
Signs Painted; your Name and Business
Painted along highways, public places, etc.
CHARGES MODERATE. C. R. SMITH,
(Box 58.) Roaring Springs, Pa.

Dodd's Advertising Agency, Boston.
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AN ECC-
Sample of a well displayed adver-
tisement is one that will catch the
eye, excite interest and BE READ.
Does this do it? I design, plan and
place advertising.
A. L. POPE, Advertising Agent,
ST. LOUIS, MO.
REFERENCE:
AMERICAN EXCHANGE BANK.

AUSTRALIAN. Before fixing up your
advertising, we should like you to write to us for
an estimate. We guarantee to save you money,
for, being on the spot, we can do advertising
cheaper than any other firm at a distance. All
papers are filed at our bureau, and every appear-
ance is checked by a system unparalleled for ac-
curacy. On application we will prepare any
scheme of advertising desired, and by return
mail will send our estimate. We desire it to be
understood that we are the Leading Advertising
Firm in the Southern Hemisphere. Established
over a quarter of a century. **F. T. WIMBLE &
CO., 269 to 272 George St., Sydney, Australia.**

MONEY CAN BE MADE
If you have a
good article to
sell, by advertising in newspapers. So adver-
tisers say. How did they do it? Write to us about
what you have to advertise, and we will tell you
how and whether **NEWSPAPERS**
ARE LIKELY TO PAY YOU.
J. L. STACK & CO.,
Newspaper Advertising Agents
ST. PAUL, MINN.

C.—

CLEVER CUTS

applicable to your business, will help
your advertising. In the first place
they

CREATE CURIOSITY

among readers, and, if they are origi-
nal, instructive and effective, they are
sure to

CAUSE COMMENT

in your city. Should the reading mat-
ter of your "ads" be properly worded,
you may be certain they will

CATCH CUSTOM.

Part of our business is to supply cuts
and reading matter *guaranteed to attract
attention.* No ideas duplicated. No
trash; no chestnuts. Write for par-
ticulars.

O. J. GUDE & CO.,

GENERAL ADVERTISERS.

113 Sixth Avenue, New York.

JOHN S. GREY,

Literary Department.

We Want You

to know that the best paper in Jersey
City is the *Evening Journal*. It is
founded on solid merit, backed by
ample capital and conducted with hon-
est enterprise. The fact that we have
gained the largest circulation in Hud-
son County (see Rowell's Directory for
1890) proves that our claims are more
than empty boasts.

You Want Us

The leading daily in such a place as
Jersey City cannot be overlooked by
any general advertiser. The *Evening
Journal* is the home paper of the peo-
ple. All advertisers who deal with us
are treated firmly yet courteously. We
make it a point to see that our patrons
get the worth of their money, so far
as we can accomplish it.

Daily Circulation, - 12,350.

THE EVENING JOURNAL,
Jersey City, N. J.

A. N. KELLOGG, NEWSPAPER COMPANY

PROPRIETORS OF

KELLOGG'S INK

ESTABLISHED 1865

SOLE AGENTS
FOR THE UNITED STATES
AND CANADA
W. H. HALLIDAY
NEW YORK
MANAGER

66, 67, 68 & 69 Tribune Building.

NEW YORK Nov. 25th 1890.

Geo. P. Rowell & Co
10 Spruce St. N.Y.

Gentlemen: When the price of "Printer's Ink" was \$10⁰⁰ per page we seriously contemplated using it. We continued thus in contemplation while the price for the page we wanted steadily advanced from \$10⁰⁰ to \$15⁰⁰, then to \$25⁰⁰ and again to \$50⁰⁰, and now that it has gone to \$75⁰⁰ per week we have decided to take it for 52 weeks, and tho' we are obliged to pay you nearly Eight times as much as you formerly charged for one page 52 times, we give the order cheerfully - We are glad of what seems to us so good an opportunity to reap our share of the benefits to be derived from a liberal use of the remedy we prescribe for others - in other words - to practically demonstrate our faith in our own medicine - Yours truly
A. N. Kellogg, Newspaper Company.
(initials)

$$\$75 \times 52 = \$3,900.$$

Atlantic Coast Lists

BRANCH OFFICES:
488 ATLANTIC AVE., BOSTON.
100 N. BROAD ST., PHILADELPHIA.
105 FEDERAL ST., PITTSBURGH.
114 TOLEDO ST., ATLANTA.
100 N. 3RD ST., CINCINNATI, O.
1810 1ST AVENUE, MEMPHIS, TENN.

134 LEONARD STREET,

NEW YORK CITY.

New York, November 24th, 1890.

Messrs. Geo. P. Rowell & Co.,
Publishers of 'Printers' Ink',
City.

Gentlemen:-

We want the first inside page of 'Printers' Ink' for fifty-two weeks and we will pay your price for it;—Thirty-nine hundred dollars (\$3,900). Please consider the contract closed and the page ours. It seems rather a large sum to pay for such a small page, but if we did not believe by addressing the 20,000 or more advertisers which it reaches weekly that we could cause those same advertisers to believe that 8,000,000 readers could be weekly communicated with most satisfactorily through the 1400 papers comprising the Atlantic Coast Lists we would not send the order.

Yours very resp'y,

NEW YORK NEWSPAPER UNION.

(J. H. B. Jr.)

J. H. B. Jr.

Our Best Six.

State of Pennsylvania, } ss.
County of Allegheny.

Personally appeared before me, the subscriber, James Bryar, a Notary Public of the said city, T. E. Orr, who, being duly sworn in manner and form according to law, doth depose and say: That he is a member of the firm of Axtell, Rush & Co., publishers of THE NATIONAL STOCKMAN AND FARMER, Pittsburgh, Pa., and that at this date said paper has cash-in-advance subscribers located as follows:

	Subscribers.	Post-Offices.
Ohio.....	21,059	2,337
Pennsylvania.	10,766	1,920
Indiana.....	2,783	545
New York.....	2,441	643
West Virginia.	1,858	436
Michigan.....	1,687	459

A total of 40,594 subscribers at 6,340 different post-offices in these six States alone, and with additional cash-in-advance subscribers in forty-two other States and Territories, the largest list of subscribers at a single post-office being outside of the six States named.

Deponent further says that the above list does not include a "complimentary," "advertiser," "exchange," "sample," or other "deadhead" of any kind, and that the average output of mail of the said NATIONAL STOCKMAN AND FARMER for the past three months has been

\$,616 pounds per week.

Sworn and subscribed before me this 14th day of November, 1890. T. E. ORR.

JAMES BRYAR, Notary Public.

A sample copy of PRINTERS' INK, issue of December 24th, will be sent to every newspaper in the United States and Canada. The edition will exceed 35,000 copies.

A sample copy of PRINTERS' INK, issue of January 7th, will be sent to every name in the American Advertiser Reporter year book. The edition will exceed 59,000 copies.

No advance above schedule rates will be charged for advertising space in these special editions.

MERIT APPRECIATED.

Among the advertising orders with which PRINTERS' INK has been favored within the past two weeks are the following:

N. W. Ayer & Son, Advertising Agents, Philadelphia, forty issues of first page at \$100 an issue. \$4,000.

A. F. Richardson, Special Agent, New York, fifty-two issues of last page at \$100 an issue. \$5,200.

The New York Newspaper Union, Proprietors of the Atlantic Coast Lists, fifty-two issues of second page in 1891 at \$75 an issue. \$3,900.

The A. N. Kellogg Newspaper Company, fifty-two issues of first page, following reading matter, at \$75 an issue. \$3,900.

Total for four orders (\$17,000), seventeen thousand dollars.

When it is considered that these orders come from people who know the business of advertising thoroughly, it must be admitted that advertising in PRINTERS' INK has a money value.

Advertising Rates: 25 cents a line, 50 dollars a page, each issue.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single
Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to
**TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America. That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 28th, 1890.
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other medium, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

ADVERTISERS TAKE NOTICE.

On the 12th of November, 1890, the Board of Aldermen of
the CITY OF SEATTLE

Awarded the City Printing

for One Year, until November, 1891, to

The Seattle Press.

The Committee reported that the award should be made to

The Cheapest and Best Paper.

THE SEATTLE PRESS is issued every day except Sunday by

THE PRESS PUBLISHING CO.,

SEATTLE, WASH.

Some Men Pay

\$10,000 for an expert to manage
their advertising.

There are others who pay **\$2.00**
for an annual subscription

to PRINTERS' INK, and learn what all
the advertisers are thinking about.

But even these are not the extremes
reached. There are men who lose over

\$100,000 a year by doing
neither one.

TO ADVERTISERS.

The Pioneer Press,

ST. PAUL, MINN.

THE Daily and Sunday PIONEER PRESS is the leading, as it is the oldest, newspaper in the new Northwest. That it leads in circulation, influence, wealth and prosperity even its rivals cannot successfully deny. It is the outgrowth, survival and consolidation of twenty-three newspapers, the first one dating its inception in 1849, when there were but a few hundred whites in Minnesota. It has had more to do with the marvelous prosperity and phenomenal growth of Minnesota, the Dakotas, Montana and Manitoba than any other active factor, and this fact being recognized and indisputable, its circulation throughout the commonwealths named is constant, assured and increasing. While the PIONEER PRESS is read by all classes and conditions of men it is, by reason of its prominence, conservatism and influence, particularly the paper of the well to do—of the business and professional man.

October 30th, 1889, the PIONEER PRESS celebrated forty years of growth by occupancy of the largest and most complete newspaper building in the world. The building and its appurtenances have been the theme of wondering comment by thousands and are an absolute index of the greatness of the newspaper which made them possible.

The circulation of the PIONEER PRESS is not only large but is constantly growing as grows the country directly tributary.

The Weekly Pioneer Press.

A direct and important adjunct to the Daily and Sunday PIONEER PRESS is the WEEKLY PIONEER PRESS, the favorite of the farmers of the Northwest, to whom it is purposely and specially adapted. The circulation of the WEEKLY PIONEER PRESS among the farmers in Minnesota, North and South Dakota is double that of any similar publication in the Northwest.

A. FRANK RICHARDSON,

Special Eastern Agent,

317 Chamber of Commerce Building,
CHICAGO.

13, 14 & 15 Tribune Building,
NEW YORK.

It Pays to Advertise in *The Southern Mercury*

Because it is read by more people than any other paper published in the Southwest.

THE SOUTHERN MERCURY furnishes the

PROOF of its circulation. Certificates of printers are not given for **FUN**.

THE STATE OF TEXAS,
COUNTY OF DALLAS, }

Before me, G. W. Crutcher, a Notary Public of Dallas County, Texas, on this day personally appeared C. E. Gilbert, President and General Manager of the Dallas Times-Herald Publishing Company, who, being by me duly sworn, deposes and says that he is the publisher, under contract of THE SOUTHERN MERCURY, and since said contract was entered into with THE SOUTHERN MERCURY the regular weekly issue has been twenty-five thousand (25,000) copies.

C. E. GILBERT, Pres. and Gen. Mgr.

Dallas Times-Herald Publishing Co.

Sworn to and subscribed before me this 4th day of November, A. D. 1890.

[Seal]

G. W. CRUTCHER, Notary Public, Dallas County, Texas.

THE STATE OF TEXAS,
COUNTY OF DALLAS, }

Before me, G. W. Crutcher, a Notary Public of Dallas County, Texas, on this day personally appeared Joseph Harrington, the Pressman of the Dallas Times-Herald Publishing Company, who, being by me duly sworn, deposes and says that he prints, weekly, on the presses of the Dallas Times Herald Publishing Company, twenty-five thousand (25,000) copies of THE SOUTHERN MERCURY.

JOSEPH HARRINGTON, Pressman, Dallas Times Herald Publishing Company.

Sworn to and subscribed before me this 4th day of November, A. D. 1890.

[Seal]

G. W. CRUTCHER, Notary Public, Dallas County, Texas.

THE STATE OF TEXAS,
COUNTY OF DALLAS, }

Before me, G. W. Crutcher, a Notary Public of Dallas County, Texas, on this day personally appeared Robert L. Chattin, Mailing Clerk of THE SOUTHERN MERCURY, who, being by me duly sworn, deposes and says that he wraps and mails, weekly, twenty-five thousand (25,000) copies of THE SOUTHERN MERCURY.

ROBERT L. CHATTIN, Mailing Clerk of THE SOUTHERN MERCURY.

Sworn to and subscribed before me this 4th day of November, A. D. 1890.

[Seal]

G. W. CRUTCHER, Notary Public, Dallas County, Texas.

Read What Our Home Advertisers say of The Southern Mercury as an Advertising Medium.

I consider it the best advertising medium in Texas.—*Geo. T. Atkins, Rattlesnake Oil.*
We have derived considerable benefit from its columns, and we recommend it as one of the best advertising mediums in Texas.—*McRosky Hardware Co.*

We have advertised in every newspaper published in Dallas, but we have received more responses from our "ad." in THE MERCURY than any other.—*Williams Rupture Co.*
My advertising in THE MERCURY has been profitable to me.—*M. W. Vaughan, Pianos and Organs.*

We have derived more benefit from our advertisement in THE MERCURY than all other papers combined.—*Alcott & Maynor, Pianos and Organs.*

We advertise very largely in Texas and other States, and know positively that our "ad." in THE SOUTHERN MERCURY brings us better results than all the other mediums combined.—*H. B. Jones & Son, Mfrs of Medicine.*

We regard THE SOUTHERN MERCURY as an advertising medium far superior to any journal in Texas, and we have been largely paid from our "ad." now running in it. We spend thousands of dollars annually advertising, and we regard THE SOUTHERN MERCURY our best medium.—*J. M. Reagan, Manager Germeide Medicine Co.*

Inclosed please find my check covering amount of your bill for the five-inch, double-column "ad." which I gave you for two insertions in THE SOUTHERN MERCURY. I take pleasure in stating that the advertisement brought me more returns than all the other mediums I used in announcing the "Holiday Excursion Rates," and consider your paper one of the best advertising mediums in Texas.—*E. P. Turner, Railroad and Shipping Ticket Agent.*

We think we know what a good and reliable advertising medium is, and we unhesitatingly state that THE SOUTHERN MERCURY is one of the very best in the country. Our "ad." in it has brought us the most satisfactory results, far better than that of any other.—*Lone Star Publishing Co.*

Address SOUTHERN MERCURY, Dallas, Texas.

Eastern Office, No. 11 TRIBUNE BUILDING, New York.

THE HOUSEWIFE

Handsomely Illustrated and Devoted to



Fiction,
Fashion,
Flowers,
Fancy Work,
Home Decoration,
Art Needlework,
Stamping,
Painting,
Designing,
Cooking,
Housekeeping;
in short, everything pertaining to
Woman's Work and
Woman's Pleasure.

The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, **80 cents** per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), **\$100.00**; $\frac{1}{2}$ page (340 lines), **\$175.00**; 1 full page (680 lines), **\$300.00**.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

Claim the Earth?

Not at all, only a portion of it, but that portion is covered with prosperous families in which for many years **These Papers** have had the loving confidence of their readers. The portion of the earth we claim can not be covered to the best advantage by any general advertiser unless these papers are on the list, except by a great expenditure.

These Papers assist to cover it easily, cheaply, and give in addition to the advertiser the indorsement that opens these **260,000 homes** to welcome his visit like that of a new acquaintance introduced by an old friend.

Sunday School Times,
PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

If you have anything to advertise that appeals to well-to-do householders you can have it welcomed in this way to your profit.

One
Price
Advertising
—
Without Duplication
of Circulation
HOME JOURNALS **14** BEST WEEKLIES
Every Week
Over 160,000 Copies
—
Religious Press
Association
Phila

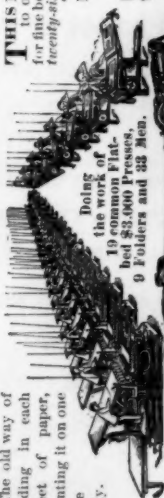


The Religious
Press
Association,
Chestnut
& Tenth Sts.,
Philadelphia, Pa.
(Mutual Life
Building.)

PRINTING

is a progressive art, and the modern manners differ materially from those of the by-gone days of even a few years ago. Had not our monthly been such a success, certainly we could not have secured such a fine press for its exclusive use when it was less than two years old. All advertisers unite in saying that it brings them *the best results* of any medium in its line.

The old way of feeding in each sheet of paper, printing it on one side only.



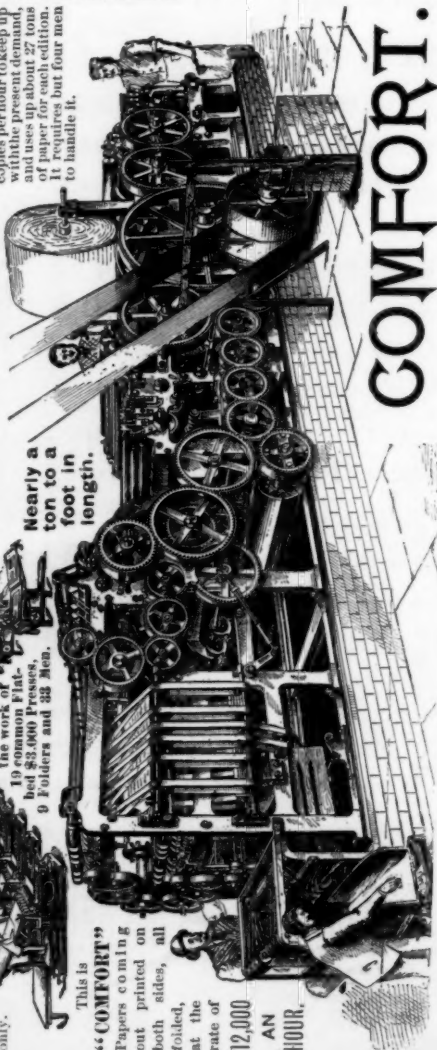
Doing the work of
10 common Flat-bed \$3,000 Presses,
9 Folders and 33 Men.

THIS MAMMOTH PRESS, built by R. Hoe & Co., of New York, is (next to one just put into the "Harpers") the longest and most perfect fast press for fine work ever turned out by them. It is *twenty-eight feet long*, weighs over *twenty-six tons*, and requires *only one man* to a foot in length, and will print and fold *100,000 "COMFORTS"* a day, or explain the work of nineteen common flat-bed presses and ten folders. It is now being run at a speed of 6 or 7 thousand sheets per hour, and keeps up with the present demand, and uses up about 27 tons of paper for each edition. It requires but four men to handle it.

Nearly a
ton to a
foot in
length.

This is
"COMFORT"

Papers coming out printed on both sides, all folded, at the rate of
12,000 AN HOUR.



COMFORT.

What further proof can one ask for, as to the results of advertising, than what has been secured in our own case, over a half million circulation in less than two years. If you care to reach our customers, space can be secured at the agencies or of **THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.**

TO PRINTERS.

Special Attention

Is called to the following publications
printed with



New York CLIPPER, printed with our 25-cent Ink.

" PRINTERS' INK, printed with our 30-cent Book Ink.

" LIFE, printed with our Fine Cut Ink.

D. Appleton & Co., Gay Bros. & Co., Thomas Kelly,
Argyle Press,

and other large Publishers, use our Ink on all of their fine publications.

*Our Prices and the Quality of Our Goods
defy competition.*

Send for Special Prices and Discounts.

ADDRESS



W. D. Wilson Printing Ink Co., L't'd.

140 WILLIAM STREET,

NEW YORK.

Miscellanies.

The Decline of Literature.—The printed blank that accompanies rejected manuscript.—*St. Joseph News*.

When a newspaper advertisement runs for a long time it is called a standing advertisement. Strange, isn't it?—*Yonkers Statesman*.

Preparing for an Emergency.—Mrs. Bingo: My dear, why did you get two brushes for this bottle of mucilage?

Mr. Bingo—I got one to dip in the ink-well.—*Puck*.

And It Did Return.—“Farewell,” said the poet to his manuscript, as he sealed it for the mails.

“No,” returned the manuscript, feeling its own weakness, “not farewell, *au revoir*.”—*New York Sun*.

Editor-in-Chief—Is that new man good for anything?

Managing Editor—He is evidently an old and experienced journalist. His first editorial begins: “The political pot has begun to boil.”—*Street & Smith's Good News*.

A Genuine Surprise.—Amy: I suppose, Mr. Funniman, that you get your ideas from different sources?

Mr. Funniman (the well-known humorist)—Oh yes! You'd be surprised to hear where some of them come from.

Amy—Out of your own head, for instance.—*Munsey's Weekly*.

Pulpit Announcements.—Editor's wife (to husband just returned from church): You are late. You must have had a longer sermon than usual.

Editor—No; there was about the ordinary amount of news matter and editorial, but there was an unusual rush of advertisements.—*Peterborough (Ont.) Review*.

Editor—Versification is a gift, is it not?

Popular Verse Writer—It certainly is. A proper appre—

Editor—Thanks. I had intended paying for your verses, but as they are a gift I will remember you in my prayers instead.—*Texas Siftings*.

Tomson (a writer)—I received ten dollars for that story, and it took me only one day to write it.

Jackson (a subscription-paper fiend)—Ten dollars in one day, sixty dollars in a week, three thousand dollars in a year! Come now, Tomson, don't tell me you can't afford to subscribe ten dollars in aid of the Home for Aged Horses. Put your name right here on this line, please.—*Epoch*.

The Idiot Reporter.—“We'll have to dispense with your services after to-day,” said the editor.

“What's the matter now?” asked the idiot reporter.

“Aren't you the man who wrote up the coffin holocaust?”

“Yes.”

“Well, we don't want a man who says in that connection that ‘fortunately none of the coffins were occupied, so no lives were lost.’ Your place is on a comic paper or in a lunatic asylum.”—*Munsey's Weekly*.

“What becomes of the wicked humorists when they die?”

“They go into the roasted chestnut business, I fancy.”—*New York Herald*.

“I am a writer of note,” as the Kansas farmer said when he signed another interest coupon on his mortgage.—*St. Joseph News*.

Pleasing Everybody.—“The *Kazoo* is doing a great and good work in exposing the dives,” said the Rev. Mr. Jinx.

“And what spicy reading it makes!” put in Mr. Footlites.—*Puck*.

No Danger.—Maude: I'm so afraid our engagement will find its way into the papers.

Gawge—Never mind, darling; if it does, our names will be so misspelled that no one will be any the wiser.—*Puck*.

First Journalist—These newspapers that publish lottery advertisements should be punished. They encourage gambling.

Second Journalist—That's so. Well, I must go now, for I have to get up the “Tips on Races” for the *Morning Howler*.—*Munsey's Weekly*.

The colored pressman in a newspaper office at Houston, Ga., claims to be well posted on Bible subjects. One of its precepts he renders as follows: “If your brother smote you on one side of the jaw, turn the other side to be smoted, and the third blow is yours.”—*Ex*.

He sat and looked at the busy editor for about fifteen minutes steadily. Finally he yawned sleepily and remarked:

“There are some things in the world that go without saying.”

“I know it,” snapped the editor, “but there are too darned many things that say a good deal without going.”—*Exchange*.

She (after the engagement)—Aren't you pleased I didn't say I'd be a sister to you?

He (abstractedly)—“Sister to me”—seems to me I have heard that before.

She (indignantly)—Have you deceived me, sir?

He—Oh, no. You must remember, dear, that I am the editor of a comic paper.—*Town Topics*.

Miseries of Ye Country Editor.—Caller: Seems to me your paper's been rather dull lately, an' so I dropped in to give ye some local news. Local news is what the people wants, ye know.

Country Editor—Yes, indeed; and I am always grateful for assistance in that direction. Have a cigar. Have you written the item out?

Caller—No; I ain't no Horace Greeley; but I'll give ye th' idee, and you can dress it up to suit y'rself. Just say in y'r paper next week that our enterprisin' townsman, Mr. Jacob Hugson Colcash—that's me, ye know—what keeps the ole reliable dry goods an' grocery store at the corner, has gone to the city to buy a new stock, an' on his return he'll show his customers the finest lot o' dry goods and groceries they ever not eyes on. Prices low as the lowest. Good-day.

Country Editor (to himself)—Thank fortune, the cigar I gave him was one of those left by a dramatic agent. It'll kill him.—*New York Weekly*.